

# SPONSORSHIP OPPORTUNITIES

## THE THIRD ANNUAL LAW ROCKS CHICAGO

MAY 16, 2024 | LINCOLN HALL



[lawrocks.org](http://lawrocks.org) | [sponsorship@lawrocks.org](mailto:sponsorship@lawrocks.org) | 213-259-3110

# SPONSORSHIP OPPORTUNITIES ⚡ THE THIRD ANNUAL LAW ROCKS CHICAGO

## Law Rocks loves Chicago!

We first toured to Chicago in 2018, but a series of circumstances prevented our return until 2023. It was well worth the wait - the bands were amazing, the fans were great, and Lincoln Hall quickly emerged as a favorite venue. We can't wait to return for the third time, and bring together the Chicago legal community to rock out and give back!

**Our mission** is to promote music education for underprivileged youth and raise funds for local nonprofit organizations by combining the power of music and the generosity of the global legal community.

**We accomplish our mission** through epic battle of the band fundraising concerts in cities across the globe that star legal professionals-turned-rock stars.

Founded in London in 2009, Law Rocks now tours to 28 cities around the world and has raised over \$6 million. Law Rocks gives lawyers the chance to be rock stars for a night while benefitting their favorite nonprofit.

# SPONSORSHIP OPPORTUNITIES ⚡ THE THIRD ANNUAL LAW ROCKS CHICAGO



***"Playing at Law Rocks, literally, has been one of the highlights of my legal career - so much fun!!  
What a great way to give back to the community in a meaningful way."***  
**-Perrie M. Weiner, Partner in Charge, Baker McKenzie - Los Angeles Offices**

We give legal professionals a chance to be rockstars for the night while benefiting their favorite local nonprofit. This combination of rocking out plus giving back creates the ideal environment for an unforgettable, epic night. Sponsorship of Law Rocks Chicago offers companies the opportunity to build brand awareness and connect with the local legal community in a fun, fresh way. Through Law Rocks' strong web presence and prominent recognition in-person at the concert, sponsors gain exposure to a highly desirable demographic of successful industry-leading professionals at a charity event that is cool, competitive, and growing each year.



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## LAW ROCKS CHICAGO BY THE NUMBERS

\* Based on 2023 event.

5

BANDS OF  
LAWYERS  
WHO ROCK

10

LAW FIRMS/  
COMPANIES  
PARTICIPATING

450

CONCERT  
ATTENDEES

5K

FOLLOWERS/  
SUBSCRIBERS

6K

PAGE VIEWS  
OF EVENT SITE

34K+

IMPRESSIONS  
FOR TOP  
EVENT SPONSORS\*





WE BELIEVE IN THE POWER OF MUSIC

## THE MUSIC MATTERS GRANT

A key component of Law Rocks' mission is to promote music education for underserved youth. In 2023, Law Rocks began offering a new grant at each Law Rocks show: **the Music Matters grant**. This grant is given to a local nonprofit that supports youth music education.

Sponsorships are tax-deductible donations to Law Rocks. In addition to underwriting our events, sponsorship funds support our Music Matters grants, which help benefiting organizations fund initiatives like year-round programming and tuition-free music education opportunities for underserved youth.

YOUR SPONSORSHIP HELPS FUND GRANTS FOR AMAZING ORGANIZATIONS LIKE THESE:



The People's Music School



## SPONSOR BENEFITS

In appreciation of your support, your brand will receive amazing perks and exposure at Law Rocks Chicago. You can find a detailed chart of benefits on the next page.

### ON THE WEB

- Logo placement on event page (projected 6K views)
- Mention on official press release
- Logo on eblasts to local legal professionals (2K recipients)
- Logo on sponsor shout out post on LinkedIn (3K followers)
- Dedicated mention on LinkedIn for your brand (3K followers)
- Logo on year-end Bass Line
- Opportunity to send a pre- and post-event email to attendees (projected 500 attendees)
- Opportunity to post branded content on social platforms

### AT THE CONCERT

- VIP and GA tickets for your company and guests
- Logo placement on official event programs
- Verbal onstage recognition by emcee
- Logo on slideshow on digital displays
- Logo placement on pull-up banner at entrance
- Opportunity to present a branded video on screen at event
- Priority timeslot consideration (for bands, see application)



## EVENT SPONSORSHIP

Logo size and order is based on sponsor level; in every use Hall of Fame sponsor logos are first and largest, and so on.

Sponsor Benefit	Hall of Fame \$10,000 34,000+ impressions	Rockstar \$7,500 24,000+ impressions	Headliner \$5,000 21,000+ impressions	Platinum \$2,500 17,000+ impressions	Gold \$1,000 6000+ impressions
<b>ON THE WEB</b>					
Logo on event page: lawrocks.org/chi (projected 6K views)	X	X	X	X	
Mention on official press release	X	X	X	X	X
Logo on eblast(s) to local legal professionals (2K recipients)	All (4+)	All (4+)	XAll (4+)	2X	1X
Logo on sponsor shout out on LinkedIn (3K followers)	X	X	X	X	
Dedicated LinkedIn mention for your brand (3K followers)	X				
Logo on year-end Bass Line (newsletter issue opened by 6K)	X				
<b>AT THE CONCERT</b>					
GA tickets	30	20	15	10	8
VIP tickets (incl. pre-party w/food and open bar. VIP section)	20	15	10	4	
Logo on official event programs	X	X	X	X	X
Verbal onstage recognition by emcee	3X	2X	2X	1X	1X
Logo on slideshow on digital displays at event	X	X	X	X	X
Logo placement on pull-up banner at entrance	X	X			
Opportunity to show promotional video on screen	1:00				
Priority timeslot consideration (for bands, see application)	X				

## SPECIAL OPPORTUNITIES

Don't need as many tickets but want more exposure for your brand? We offer the following special opportunities that will set you apart. Each includes many of the above benefits as well. Email to learn more!

**Exclusive VIP Sponsor** - logo on VIP wristband, step and repeat, table tents, and more

**Presenting Above-Title Sponsor** - ensure your brand is noticed with above-title placement

**Stage Sponsor** - logo on either side of the Lincoln Hall stage all night long, opportunity to open the event

**Audience Experience Sponsor** - branded content sent to audience pre- and post event, posted on social

**Custom Sponsorship** - for brands who need an option tailored specifically to their marketing goals



# THE THIRD ANNUAL LAW ROCKS CHICAGO (2024)

## SPONSORSHIP COMMITMENT FORM

### CONTACT INFORMATION

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsorship Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Email tickets to:  Sponsorship Contact above  the following contact:

Ticket Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Mail acknowledgment letter to:  Sponsorship Contact  Ticket Contact  the following contact:

Acknowledgment Letter Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

### SPONSORSHIP LEVEL SELECTION

CONCERT SPONSORSHIP		
X	TYPE	AMOUNT
	Hall of Fame	\$10,000
	Rock Star	\$7,500
	Headliner	\$5,000
	Platinum	\$2,500
	Gold	\$1,000
	Special/Custom	

### BAND SELECTION

Is this sponsorship in support of a participating band?

No  Yes: \_\_\_\_\_  
(Band Name)

### PAYMENT

- Enclosed is a check made payable to Law Rocks Inc.
- Email us a PDF invoice us and we'll mail a check.
- Email us an online invoice to pay via credit card (fees apply).

Send checks and completed form to:  
Law Rocks Inc.  
18645 Sherman Way, Suite 211  
Reseda, CA 91335

### NOTES/SPECIAL REQUESTS \_\_\_\_\_

**Please email completed form and high resolution logo package to: [sponsorship@lawrocks.org](mailto:sponsorship@lawrocks.org).**  
Deadline for inclusion on printed materials: May 3rd | Deadline for inclusion on digital displays: May 10th

*Law Rocks Inc. is recognized as a non-profit corporation and qualified charity under IRS 501(c)(3). Tax ID #45-3264456. Sponsorships are tax-deductible contributions. For federal income tax purposes, you can deduct as a charitable contribution the price of each VIP ticket less its fair market value. We estimate the fair market value of each VIP ticket to be \$75.*